549 668 177 443 On November 2, 1952, the Qomul (Hami) branch of the Hsin-hua Book Store established the first "self-service" sales station. In November, 1952, in Urumchi (Tihua), the store organized 116 special individual distributors in the various units of government offices, schools and military forces. At the same time, four more sales stations were established.

[489] [705] To ship the bulky and heavy books to the whole province, the Hsin-hua Book Store utilized the army transportation facilities. With the help of the army, 1,280,000 copies of elementary and middle school textbooks were delivered.

In August, 1952, Hsin-hua Book Store organized a moving supply section to go deep into the nomadic counties Barkul (Cheng-hsi), Ch'ang-chi, Hu-t'u-pi (Ching-hua) together with the Visiting Group of Sinkiang Provincial Government. It also established a [205] mail order department, accepting also orders for books published in other places in the country and the Soviet Union (Sinkiang jih-pao, January 11, 1953).

Distribution of Communist books has been pushed tremendously by the organized force of the Party. The distribution of the Selected Works of Mao Tse-tung in Uighur and Kazakh started with the organization of a distributing committee at every level of the Party organization above the county. Every member of the Party and the Youth League was required to join in the selling of the book, to his friends and acquaintances as well as in the bazaars. Every branch of the committees had a selling quota to meet. Dancing teams, drum teams performed and marched on the streets to promote the sale. Salesmen were carrying books to every door.

With this kind of high-pressured salesmanship, Hsin-hua Book Company sold in three years (1950-1952): 2,491,531 copies of books; 733,348 periodicals; 1,848,555 textbooks; 2,973,762 international editions of books and periodicals (This included Chinese, Uighur, Kazakh, Russian, etc., among which 1,200,000 copies were textbooks.) This is a total of 8,037,196 copies. Broken down by languages, the figures were:

Uighur	4,018,595	or 50%
Chinese	2,813,019	or 35%
Kazakh	482,232	or 6%
Mongolian	160,744	or 2%
Russian, Uzbek, etc.	562,603	or 7%

Compared with the past, these figures are impressive. The impression is modified, however, when the distributed titles are examined. Many of these publications were documents, handbooks, or propaganda pamphlets.

Among these, the periodical The Sinkiang Propagandist was distributed in 782,902 copies in three years. Another best seller was the Selected Works of Mao Tse-tung, translated into Uighur,

3:Cable & French M-5 (1926) 1927 AF13 Northwest China
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censor had not yet called! These incidents, naturally, greatly added to our sense of discomfort, and we now seriously began to wonder when we should be allowed to leave this place of detention.

A party of Tibetan lamas, with their attendants, were also, like ourselves, unable to proceed, and having pitched a group of tents on the sand, had already been waiting a week for their permission to move on. They were greatly inconvenienced by the delay as they were travelling with fifteen little donkeys, including their pack animals. On the fourth morning, there being still no word of the permission we were desiring, we wandered out to this Tibetan camp to enquire if the lamas were more fortunate than ourselves. 'Any news?' we asked. 'News? What news can you hope for with such a gang as this? Our donkeys will soon be dead for lack of fodder, and if we all die they don't care!'

As we sat and talked, a string of carts appeared, laden with sacks of wheat, bundles of fodder, vats of oil, and a few baskets of vegetables. This was the food supply for the camp,[1] as both men and beasts were fed from the Hami oasis, six days distant. We then followed the waggons back to the camp, and, glad of any diversion from the monotony of the day, we watched the unloading. We next paid the usual midday call to the telegraph office, and there, to our unspeakable relief, learnt that a message had at last come permitting both ourselves and the lamas to proceed. Fearful, however, lest the authorities might suddenly change their mind and insist on our taking a longer 'rest-cure,' we hurried back and issued orders that the animals should at once be fed and watered, and the carts prepared for an afternoon start. Therefore, when an hour later the officer called with news that the permit had come, we were almost ready to leave.

1 [At Hsinghsinghsia -- Analyst]